



Marketing & Communications Manager

Pay:	£10,000 fixed fee
Contract period:	12 months
Contract terms:	Freelance, flexible hours
Location:	Remote
Reports to:	Managing Director

The Radio Academy is the UK audio industry's membership charity, to celebrate and support people in radio and audio. Our annual calendar includes the ARIAS, Radio Academy Festival and 30 Under 30.

How to apply

Please provide your CV and a cover letter of no more than one side of A4, outlining how you feel your skills and experience are suitable for this role.

Send your applications or any questions to: aradhna@radioacademy.org

Closing date for applications: 9am on Thursday 26th October

Interviews will be held: w/c 30th October

Contract start date: Tuesday 7th November

Role specification

This is an exciting opportunity for a marketing and communications professional to work with The Radio Academy on leading our communications strategy to promote and celebrate the UK audio industry, and support our Members. The successful candidate will work closely with the Managing Director and our event or initiative Producers to create email and website messages, manage our marketing campaigns and develop our communications strategy.

Suitable candidates will have a background in marketing and communications, and a passion for audio and radio. The role requires excellent communication skills with an outcome-focused strategic outlook, a proactive and flexible approach, and the ability to work remotely and independently, as well as with a small team.

This role is freelance with a fixed fee against set deliverables and is an ideal addition to a professional portfolio career. The expected time commitment is approximately 5 days per month however this is indicative only and the successful candidate will manage their own time as appropriate with The Radio Academy or their other clients.

Key outputs and responsibilities:

- Production of regular email newsletters to The Radio Academy mailing list, liaising with the Social Media Producer to coordinate communications across social platforms.

- Manage general website updates and content, including news posts, event updates and resources hub, supporting the Managing Director and event or initiative Producers.
- Contribute to the production and distribution of Press Releases, including management of the press and communications contact database, supported by the Administrator.
- Contribute to production or commissioning of brand assets.
- Oversee and provide reporting on engagement analytics on website, email newsletter and social media channels.
- Working with the Managing Director, contribute to the development of the organisation's marketing and communications strategy, to include current and new communication methods and platforms.

Desirable skills and experience:

- Excellent communicator, adept at different communication styles and formats.
- Strong copywriting and proofreading skills.
- Experience of working with marketing and communications software and applications, including online systems.
- Good track record of managing marketing campaigns, with understanding of how to plan and prepare a communications plan.
- Some experience of event marketing is preferable.
- Good understanding of the audio and radio industry, with an appreciation of the key players and sectors in the industry.
- A broad network across press and communication outlets in the creative industries, with a particular focus on audio.
- Passion for equity and accessibility.

To apply, please send your CV and one page cover letter to aradhna@radioacademy.org by 9am on Thursday 26th October.

About The Radio Academy

Founded in 1983, The Radio Academy is the UK radio and audio industry's charity, dedicated to the development, promotion and recognition of excellence in UK radio and audio, by supporting our people. We are funded by annual membership from individuals and companies, and through sponsorship of our events and schemes.

We host a varied programme of events and schemes throughout the year, bringing together creative people from across the industry for debate, networking and celebration. The Radio Academy celebrates diversity in all its forms, and aims to break down barriers, champion equity, and be representative of the country and the industry in all our activities.